

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 6, 1997

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

APRIL DORAL Box 100 B1G1F / PROMOTION #700447

Dear Frank:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below), as well as 30 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

B1G1F

STYLE

UPC Code

2

Full Flavor Box 100

12300-23993

2

Light Box 100

12300-23994

Product / Premium Arrival:

March 31, 1997

Ship Date to Retail:

Week of: April 7, 1997

SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$172.34

Non-EFT \$ Amount:

\$N/A

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-2-

B1G1F

M. ATTEA & BROS.

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$14.00 (1 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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SIS - VAP SCROLL LIST

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WHOLESALE: 026040 M ATTEA & SONS INC

INSTRUCTIONS: DORAL BOX BIG1P INTRODUCTION:
DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100
SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
76920	1626	01	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	A 24	550	
398853	1626	01	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	A 12	180	
492594	1626	01	BISHARA BROS.	1302 PIERCE AVE	NIAGARA FALLS	NY	A 00	60	
647757	1626	01	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	A 12	140	
562504	1626	02	HHH DELI	262 COMSTOCK AVE	BUFFALO	NY	A 00	41	
396910	1626	03	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	A 24	180	
397178	1626	03	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	A 24	433	
026040	397467	1626	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	A 24	87	
	764823	1626	H.REESE MOBIL #08H1R	3105 WILLIAM ST	CHEEKTOWAGA	NY	A 24	240	

Total Accounts

9

1.2

18 Displays

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

04/15/97

ACCOUNT NUMBER: 026040 M ATTEA & SONS INC
VOUCHER NUMBER: 15350127 1509 CLINTON ST
DATE WRITTEN: 04/15/97 BUFFALO , NY 14206
STATUS: PAID
AMOUNT PAID: 14.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	14.00

EXPLANATION: DORAL BOX B1G1F/#700447/CA

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